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DAILY FEE GOLF COURSE OPERATIONAL DATA 1980

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DAILY FEE GOLF COURSE OPERATIONAL DATA 1980

By Ed Wells, *Director of Research*

At the present time, NGF records show 5,340 daily fee golf facilities in the U.S. This represents an increase of 27.4% in the last 10 years and 164% in the last 20 years. During these same time periods, total golf facilities grew 20.6% and 99.7%, respectively. This above average growth in daily fee facilities has established this segment as the largest in the golf industry.

Golf play on daily fee facilities accounted for an estimated 151,400,000 rounds during 1979 or 43.8% of the total. Also, of the 125 golf courses opened in 1979, 55 (44%) were daily fee operations.

Following are the results of our biennial daily fee survey. Information concerning fee structures, golf cars, employees and income/expense ratios are provided. In no case are the results to be considered definitive by the user. The survey was designed to be used as a reference for course owners in the operation of their golf facility.

RESULTS OF OPERATIONS (18 HOLE FACILITIES)

	AVERAGE PER FACILITY	PER ROUND	RATIO TO TOTAL INCOME
INCOME:			
Green Fees & Season Tickets	$129,601	$4.41	46.4%
Golf Car Rentals	39,080	1.33	14.0%
Food & Beverage	72,837	2.48	26.1%
Pro Shop	31,254	1.06	11.2%
Other	6,457	.22	2.3%
TOTAL INCOME	$279,229	$9.50	100.0%
EXPENSES:			
OPERATING EXPENSES —			
Golf Course Maintenance	$ 83,484	$2.84	29.9%
Golf Car Maintenance	10,087	.34	3.6%
Food & Beverage	54,320	1.85	19.5%
Pro Shop	25,442	.87	9.1%
General & Administrative	22,596	.77	8.1%
Other	5,737	.20	2.1%
TOTAL OPERATING EXPENSES	$201,666	$6.87	72.3%
NET OPERATING INCOME	$ 77,563	$2.63	27.7%
FIXED CHARGES —			
Depreciation	$ 22,142	$ .75	7.9%
Interest	16,752	.57	6.0%
Real Estate Taxes	10,792	.37	3.9%
Insurance	9,486	.32	3.4%
TOTAL FIXED CHARGES	$ 59,172	$2.01	21.2%
NET INCOME BEFORE TAXES	$ 18,391	$ .62	6.5%
TOTAL PAYROLL EXPENSE (Ratio to Total Income)			30.4%
LABOR — % OF MAINTENANCE			54.5%

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1980 DAILY FEE OPERATIONAL SURVEY

	9 HOLE FACILITIES				18 HOLE FACILITIES			
	PER CENT	HIGH	LOW	MEDIAN	PER CENT	HIGH	LOW	MEDIAN
Yardage		3405	2552	3101		7100	5150	6312
Acres		149	40	56		325	85	145
Rounds Played in 1979		38,179	4,000	13,352		85,600	7,500	29,379
Green Fees:								
9 Hole Weekdays		$5.00	$2.00	$3.25		$ 8.00	$2.50	$4.00
9 Hole Weekends		6.00	3.00	4.00		9.00	2.50	4.75
18 Hole Weekdays		7.50	3.00	5.00		13.00	3.00	6.00
18 Hole Weekends		8.00	3.50	6.00		13.00	3.50	7.50
No 9 Hole Rate Offered	33.3%				21.0%			
Special Rates (% Offering):								
Juniors	33.3%				37.1%			
Seniors	35.9%				44.0%			
All Day	43.6%				31.0%			
Twilight	17.9%				40.5%			
Green Fees Increased This Year	66.7%				72.4%			
Season Tickets Offered	94.9%				73.3%			
Rates:								
Family		$600	$100	$240		$950	$175	$365
Single		300	80	150		600	100	275
Junior		200	15	75		300	40	100
Senior		200	50	115		260	70	150
Season Ticket Holders:								
Family		120	2	30		204	1	37
Single		320	3	42		259	1	32
Junior		93	2	9		75	1	10
Senior		30	11	20		190	5	20
Golf Car Statistics:								
Number		30	0	10		112	6	41
Have Electric Only	32.4%				40.2%			
Have Gasoline Only	41.2%				35.9%			
Both	26.4%				23.9%			
Rental Rates:								
9 Holes		$ 7.00	$4.00	$5.00		$11.00	$3.00	$ 6.00
18 Holes		13.00	7.00	9.00		16.00	6.00	10.00
Permit Privately-Owned Cars	56.4%				41.0%			
Charge for Car Path Use	63.6%				79.2%			
Amount:								
Annually		$270	$10	$60		$400	$25	$150
Per Round		$2.00	$1.00	$2.00		$8.00	$1.00	$3.00
% of Rounds Involving Golf Car		99%	1%	20%		95%	1%	30%
Number of Employees:								
Year Round (Total/Course/Clubhouse)		7/2/5	0	2/1/1		45/10/35	1/1/0	5/2/3
During Season		16/7/9	2/1/1	6/3/3		75/25/50	7/3/4	14/7/7
Employ Golf Professional	35.9%				69.8%			
PGA Members	78.6%				87.6%			
Employ Superintendent	64.1%				81.9%			
GCSAA Members	36.0%				60.0%			
Pro Shop Operated By:								
Owner	82.0%				71.6%			
Pro	18.0%				28.4%			
Pro Receives Salary	78.6%				92.6%			
Annual Amount		$20,000	$5,400	$13,500		$36,000	$4,000	$15,000
Percentage of Pro Shop Sales:								
Hard Goods (Clubs, Balls, etc.)	76.1%				63.3%			
Men's Apparel	13.1%				22.3%			
Women's Apparel	10.8%				14.4%			
Superintendent's Salary		$28,000	$3,500	$13,000		$34,000	$5,000	$16,800
Food/Bar Service Operated By:								
Owner	90.9%				83.6%			
Concessionaire	9.1%				16.4%			

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